

ORIGINAL
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EXHIBITOR KIT

Novi, MI

Suburban Collection Showplace - 2023

Exhibitor Kit & Decorator Forms available at:
sewingexpo.com/Exhibit

Move-In:

Wednesday, November 8

8:00am – 5:00pm

All services end at 5pm. All vehicles must be unloaded by 5pm.

You may continue to work in your booth until 6:30pm.

Exhibit Hall: Thursday, November 9

10am – 5:30pm

Friday, November 10

10am – 5:30pm

Saturday, November 11

10am – 5pm

Your Booth Package Includes:

- 8' high black draped back walls and 3' high divider drape
- 7" x 44" exhibitor ID sign
- Exhibitor credentials
- Complete Expo Guide listing

Additional Furnishings and services are available from the official Expo decorator, whose forms are now available online at sewingexpo.com/Exhibit

Art Craft Display

46100 Grand River Ave Suite B Novi, MI 48374

Phone: 248-380-0843 | Fax: 248-380-0848

Email: detroit@artcraftdisplay.com

Furnishing Discounts: October 25 is the final day for discounts on orders from Art Craft Display.

Electric and Telephone: Advance Payment deadline is **November 1**. Services are available from BoCo Enterprises / Suburban Collection Showplace via the form at sewingexpo.com/Exhibit

Internet: Basis Wireless Internet Access is available for \$20/day. Access through the splash page when on-site. This is intended for limited purposes of checking email and web browsing, and is not intended for secure credit card processing. To purchase dedicated service (wireless or hardline), fill out the order form from BoCo Enterprises/Suburban Collection Showplace found at sewingexpo.com/Exhibit. Advance Payment deadline is **November 1**.

If you are shipping to the EXPO:

Advance Freight Warehouse shipments must be received **October 9 – November 7**. Use the shipping address on the shipping information/material handling sheet and your packages will be delivered directly to your booth. Please read all shipping information carefully to avoid additional charges or missing items.

If you ship directly to the Suburban Collection Showplace, shipments must arrive on **November 8** or they will be refused. Use the shipping address on the shipping information/material handling sheet.

Moving Into the Expo

Wednesday, November 8, 2023

8:00am – 5:00pm

All services end at 5pm, but you may continue to work in your booth until approximately 6pm.

Please make all travel arrangements with these times – and move-out times – in mind. Due to increased security and insurance measures, there will be no late-night exceptions to these check-in times. If you have a specific situation or problem regarding the schedule, call us as soon as possible.

Questions on set-up day? Call 440-263-6869

Don't forget to Check-In:

Upon arrival, check in with Expo staff at Exhibitor Check-In at the Registration Desk.

- Receive your Shopping Bag, Expo Guide, Vehicle ID sign and Name Badge .
- New name badges will be issued for each event, and must be worn in the hall at all times on Thursday – Saturday. *If you miss the deadline of **October 24** for emailing names for Name Badges to Liz (liz.fredrick@hoffmanmedia.com), you may request them on Wednesday at Exhibitor Check-in on the clipboard provided.*

Exhibit Hall Hours

Thursday, Friday • 10am – 5:30pm

Saturday • 10am – 5pm

Exhibitors may enter the Hall at 7:45am on Thursday and 8am on Friday and Saturday to refresh displays and visit.

Unloading a Vehicle: Unload at the back of the building through Door 9 of Exhibit Hall C, or at the loading docks on the side of the building. All move-in/move-out is through the loading area. No loading through the main or glass doors. You are requested to remove your vehicle immediately after unloading. Don't forget to bring a rolling cart. The decorator will have a few carts available. Your Vehicle ID card (received at check-in) must be displayed in window.

Parking:

Vendors must park in the north lot behind the facility and enter through the back door on Weds. – Sat.

Purchase a 3-day parking pass for \$15.00 from the facility by November 4 for parking on Thurs. – Sat.

Order via the form at sewingexpo.com/Exhibit
Vendors without a pre-purchased parking pass will pay \$10.00 per day to park.

Booth Staffing:

Please be sure you have requested a name badge via email for everyone you plan to have working in your booth (VIPs, regular staff, spouses, etc.). Your booth must be staffed at all times, and you may want to take special note of the 11:30am – 1:00pm class break, when increased attendee traffic in the Exhibit Hall may boost your need for help.

Tax Information: The sales tax rate is 6%

Individuals or businesses selling tangible personal property to the final consumer may require a sales tax license in Michigan depending on the frequency of sales. To register for a sales tax license, go to:

michigan.gov/taxes/business-taxes/new-biz/forms/registration-forms

If you are only selling goods at retail once or twice per year in the state of Michigan, then complete Form 5089 and remit the sales tax collected. For a fillable PDF, go to: michigan.gov/documents/taxes/5089_674430_7.pdf

For direct links to the above forms, go to:
sewingexpo.com/Exhibit/Novi,MI

For additional information, contact the Michigan Department of Treasury at michigan.gov/taxes/

Booth Space Requirements:

Exhibitors should plan their displays with the following guidelines in mind:

- Objects should be placed within confines of the booth space, not in aisles or adjacent booths.
- Exhibitor may display 8' high $\frac{1}{2}$ the distance to the front of the booth at any time. 8' high displays or walls that extend from the back drape to the aisle must be pre-approved by Show Management. If you have a corner booth, the aisle "wall" is yours to do with as you please up to the 8' height.
- If you plan to run perimeter pipe at the 8' height beyond limits as stated above, you must cover the pipe with fabric or some other display material. Please, "no naked pipe."
- Pinning or taping directly to drape or walls is expressly forbidden. You may use fishing line, chain, "s"-hooks, hangers, hula-hoops, etc.
- All tables must be draped on three sides to the floor. The Fire Marshall requires flame-retardant materials for table drape, which you may order along with other furnishings from the official Expo Decorator. In any case, if you have questions about your booth design/décor, please do not hesitate to call us.

Moving Out: Saturday 5:01pm – 10:00pm

Move-out begins after 5:00pm. No exceptions! This means your booth should be open, fully decorated and ready to do business until 5:00pm. Expo staff will be on the floor to assure all booths are open until the end of the show as published in all consumer promotion.

Loading a Vehicle

You will be able to drive up to loading area with your vehicle once your booth is packed and ready to go. Your Vehicle ID card will be required when parked in the loading area.

If You Need Outbound Shipping: the official Expo Decorator will be on-site to facilitate your outbound shipping needs. If you have questions about these services, please call them directly.

Deadlines

Novi, MI

October 9, 2023

- First day for advance shipments to decorator

October 24, 2023

- Name Badge info to Liz:
liz.fredrick@hoffmanmedia.com

October 25, 2023

- Last day for discounted rate on furnishings from Art Craft Display.

November 1, 2023

- Electric, internet, and phone orders due to Suburban Collection Showplace.

November 4, 2023

- Last day to prepay for parking

November 7, 2023

- Last day for advance shipments to decorator

November 8, 2023

- When shipments may arrive at Center

Questions?

liz.fredrick@hoffmanmedia.com
440-655-0174

Last Minute Questions?

Expo cell phone:
440-263-6869

Suburban Collection Showplace

46100 Grand River | Novi, MI 48374
suburbancollectionshowplace.com | 248-348-5600

Travel Information

Air Travel – The Detroit Airport is 28 miles from the Suburban Collection Showplace.

Ground Travel – Vendors must park in the north lot behind the facility and enter through the back door on Weds. – Sat.

Purchase a 3-day parking pass for \$15.00 from the facility by November 4 for parking on Thurs. – Sat.

Order via the form at sewingexpo.com/Exhibit

Vendors without a pre-purchased parking pass will pay \$10.00 per day.

Hotel Information

DoubleTree by Hilton Detroit Novi

42100 Crescent Blvd. | Novi, MI 48375

Room Rate: \$152

Special Rate Expires 10-16-23

Reservations: 800-222-8733 - ask for Original Sewing & Quilt Expo group rate
2.2 miles from the Suburban Collection Showplace

Residence Inn

27477 Cabaret Dr. | Novi, MI 48377

Room Rate: \$145

Special Rate Expires 10-7-23

Reservations: 248-735-7400 - ask for Original Sewing & Quilt Expo group rate
3.2 miles from the Suburban Collection Showplace

Hyatt Place Detroit/Novi **SOLD OUT**

46080 Grand River Ave. | Novi, MI 48374

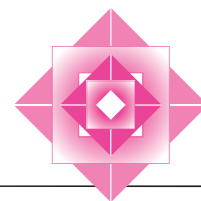
Connected to the Suburban Collection Showplace

For more details and reservation links:

sewingexpo.com/Events/Novi-MI/Location-Hotels

Participate in the daily

Super Prize Drawing



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Another way to gain exposure at the Expo!

Your prizes will be displayed with your booth name and number near the entrance to the Expo. This is great visibility for your products!

Every attendee has a chance to win these fabulous prize packages worth hundreds of dollars! Sewing machines are the super grand prize for each day. The drawing is held at 5:15 Thursday and Friday, and 4:30 on Saturday. Watch for those late afternoon crowds.

Several prizes and sewing machines will be awarded at every Expo! Attendees don't miss this event – it's the climax of their day!



WHAT TO DO AS AN EXHIBITOR:

Bring up to three prize items (one for each day), which represents the style of your booth, along to the Expo. Just drop them off at Exhibitor check-in any time on set-up day, or with the Prize Patrol coming by your booth between 3:00 - 4:00 on set-up day. We can accept prizes any time at the Registration Desk in the lobby. Don't miss this unique opportunity, since a little goodwill goes a long way with customers. The prize table is the busiest kiosk at the entrance, and customers will look for your booth. It really works!

